



# Not Just Once

The Bimonthly Newsletter of CMS's National Medicare Mammography Campaign

Volume 5, Issue 5 September-October 2003

## WELCOME!

This issue features national, regional and local promotion of breast cancer screening, including:

- an update about National Breast Cancer Awareness Month campaign efforts, including television and radio public service announcements (page 2);
- local outreach to African-American women in Alabama (page 3); and,
- regional efforts promoting mammography by the Centers for Medicare & Medicaid Services Regional Office coordinators (page 4).

We are always looking for articles and ideas for upcoming issues of the Not Just Once Newsletter. Please send these – or any comments – to Editor Maribeth Fonner at e-mail [mfonner@cms.hhs.gov](mailto:mfonner@cms.hhs.gov) or phone her at (816) 426-6349.

Sincerely,

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## National Breast Cancer Awareness Month Campaign Urges Everyone to “Pass the Word”

-Susan N. Nathanson, PhD

Nearly two decades ago, advocates, governmental agencies, professional associations and industry joined forces to raise awareness about a devastating disease that was taking its toll on American women and their families. Today that coalition of like-minded organizations is still at it and making a significant impact in the battle against breast cancer. In 2003, the National Breast Cancer Awareness Month (NBCAM) Board of Sponsors celebrates its nineteenth year of educating women about breast health and breast cancer, with a particular emphasis on the importance of early detection of the disease through screening mammography.

While medicine and research have seen dramatic advances over the last several years, the challenge remains for NBCAM in how best to provide evidence-based information about this disease, as well as inform women of how to overcome financial and psychosocial issues that may act as barriers to obtaining the best information and health care in this area as possible.

To reinforce its consistent message about early detection, each year NBCAM and its members focus on a specific aspect to raise greater awareness among the many populations affected by the disease. Last year, NBCAM concentrated on issues of access to mammography screening to help break down barriers for women having problems getting this important health check-up. The Centers for Medicare & Medicaid

Services (CMS) will be central to helping us spread the word to a particularly vulnerable audience of older women.

Each October, during the month designated to recognize breast cancer awareness, NBCAM conducts a special public awareness campaign to help increase the public's understanding of the disease. This year's October campaign, "Pass the Word" will emphasize how to overcome the challenges of language, cultural issues, financial barriers, age, or fear.

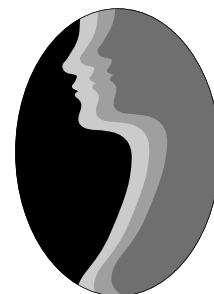
The centerpiece of this year's national campaign for the Board of Sponsors of National Breast Cancer Awareness Month (NBCAM) is a television Public Service Announcement (PSA) that features a clay animated pink ribbon advising two women about the importance of early detection and the need for mammography screening at age 40 or older. The clay figures representing two women who are actual breast cancer survivors (one for 23 years, the other for 9), one an African American older woman, the other a mid-40's Hispanic woman, listen to the message and agree to "pass the word" to others they know and love.

As part of NBCAM's annual October celebration of breast cancer awareness, the organization will focus on "passing the word" among all women, young or old, white or African American, or Hispanic that early detection is important and that breast cancer is survivable when discovered in its earliest stages.

Not all eligible women are having mammography screening and this is particularly true of older women (who are most at risk for breast cancer), uneducated women, minority women, the medically underserved, those who live in rural areas, and women whose first language is not English.

Through the unique public service announcement done in clay animation, the campaign encourages women to obtain an annual mammogram over the age of 40, and to pass the word to others who would benefit from mammography screening. The focus for NBCAM is that early detection helps to save lives and that the best tool we have to achieve early detection of breast cancer is mammography screening. Women are encouraged to do breast self-examination beginning at age 20 and report any unusual changes they find to their health care provider, and to obtain clinical breast exams annually after the age of 40.

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# NBCAM

NATIONAL BREAST CANCER  
AWARENESS MONTH

## Shop Talk Project in Beauty Salons Promotes Mammography

*-Stephanie Hasbrouck and Theresa Wynn, PhD*

Deanna Mason's customers can tell her almost anything, and often they do. For the past eight years, Mason has managed Faces Beauty Salon on Greensprings Highway in Birmingham, Alabama. Though her customers may come to her to get their hair styled, they also come to talk.

"I'm really personable with my customers," Mason said. "Sometimes I think I'm their therapist."

Amid the smell of shampoo and permanent solutions and the buzz of hairdryers, many different conversations can be heard at Mason's salon. Her customers are mainly women ages 35 and older who have families, careers and busy lives. They talk to Mason about their children, schedules and relationships and often, about their health. That's why Mason felt compelled to take part in University of Alabama at Birmingham (UAB) Shop Talk program.

Mason is one of nine beauticians who participated in the Department of Preventive Medicine's program that trained beauticians to encourage their clients to protect themselves from breast and cervical cancer.

The eight-month program was funded by the Alabama Breast and Cervical Cancer Early Detection Program (ABCCEDP), a division of the Alabama Department of Public Health.

Shop Talk received in-kind support from the American Cancer Society and the Alabama Quality Assurance

Foundation, the state Quality Improvement Organization.

"I figured there was a need for this program because so many women are dying from these diseases. We have organized health fairs, but there was a need to reach women where they are," said Program Manager and Principal Investigator, Dr. Theresa Wynn.

Women confide in their beauticians, often visiting the same salon for years. She said the salon is an ideal venue to educate women on breast and cervical cancer.

Mason agreed. "My customers have no problem with me asking personal questions," she said. "We talk about anything and everything."

Shop Talk focused on salons with mainly African-American clientele because of the need to educate them about the unique cancer risks they face. According to the American Cancer Society, African-Americans are more likely to die from cancer

than persons of any other racial and ethnic group. The death rate for all cancers combined is about 30 percent higher in African-Americans than white Americans.

Despite scientific discoveries and promising breakthroughs, "there is a need for innovative, community-based programs that truly reach women most in need of breast and cervical cancer services," Wynn said.

Wynn said Shop Talk was designed to create a supportive environment in which African-American women could receive information about breast and cervical cancer and screening. The nine beauticians who participated in the project graduated from their three-week training on March 31, 2003.

"These are just wonderful beauticians," Wynn said. "They are so talented and energetic. They've just gone beyond the call of duty." Wynn

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## CMS Regional Offices Launch Mammography Promotion Campaigns

-Craig Schneider, MBA

The Centers for Medicare & Medicaid Services (CMS) provided \$10,000 to each of its ten regional offices to implement local mammography promotional efforts. The following is a summary of the activities that each regional office will be implementing this Fall.

### Atlanta

The Atlanta Regional Office has chosen to utilize street posters in high-volume areas of the community that target the general population, as well as minority populations. Collectively, an estimated 137,900 people will be exposed to the posters at the chosen locations and the impact will go far beyond the targeted women. The Regional Office is placing English and Spanish-language ads in specific local newspapers to target African-Americans and Latinos. These publications have a circulation of over 300,000 readers. The newspaper ads will run one to two times in October and the posters will run the entire month.

### Boston

The Boston Regional Office is running advertisements in English and Spanish on three of the Boston subway system train lines. This is an extremely cost-effective effort: 400,000 people per day ride the Boston "T." In addition, there will be ads on bus systems in six Connecticut cities and these ads will be seen by 1.5 million riders during the month. Bilingual posters

will be placed in storefronts in the other four New England states – Maine, New Hampshire, Rhode Island, and Vermont – and in western Massachusetts. CMS is utilizing its network of partners, including community-based organizations, to place the posters in communities to reach underserved beneficiaries. The northern New England partners may arrange to translate the posters into French to serve beneficiaries of French-Canadian heritage.

### Chicago

Region V will use most of its mammography allocation to purchase ads in African-American and Latino newspapers and radio stations. Some of these ad purchases also will entitle the Chicago Regional Office to complimentary public service announcements. The remaining allocation will be used to purchase exhibit space at major senior and ethnic events such as the National Expo for Today's Black Woman (10,000 attendees) and radio station WVON's Holiday Senior Breakfast (1,200 attendees).

### Dallas

The Dallas staff is using the black- & white "Not Just Once, But For a Lifetime" ads from the National Cancer Institute in English and Spanish, targeting African-American and Latino audiences. These ads will be placed in the Rio Grande Valley & border area of Texas and in the El Paso Times; El Paso alone has a population of about half a million people. Ads will also be placed in Active Years Magazine and

Aging Arkansas, two publications which reach African-Americans in Arkansas. The Dallas Regional Office, in collaboration with the Louisiana Quality Improvement Organization, will implement a direct mail campaign for African-American women in New Orleans. A billboard will be placed in Tahlequah, OK, capital of the Cherokee Nation. New Mexico will be provided with materials for statewide health fairs and the Asian Community Centers in Houston and Dallas will be given Medicare materials to use.

### Denver

Denver staff will be placing regional transportation ads in the Denver metro area. There will be 30 bus tail signs and 50 interior signs stating that Medicare covers mammography and lists the 800-MEDICARE number and [www.medicare.gov](http://www.medicare.gov) website. The ads – in both English and Spanish – will be placed on rural, ethnic, and low-income bus routes, and will run for at least one month on the interior and exterior of the buses. In addition, the Denver Regional Office will have a booth at the Susan B. Komen Race for the Cure to provide information to participants, approximately 60,000 people. They will also have a booth at the 21st Annual Day of Caring, and will help sponsor a preventive medicine conference for about 250 rural and low-income providers, caregivers, and beneficiaries.

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**Susan G. Komen Kansas City Race for the Cure.** The Kansas City, Missouri Race for the Cure took place on a sunny Sunday morning, August 10, 2003, drawing a crowd of approximately 12,800. For the 3rd year, the Centers for Medicare & Medicaid Services (CMS), Kansas City Regional Office, participated as a team. Pictured outside Union Station, back row: CMS Regional Administrator Joe Tilghman; Dr. Larry LaVoie; Gary Thoni. Front row: Dr. Annette E. Kussmaul; Debbie Read; Maribeth Fonner; Jennifer King; Brenda Burton; Karen Miller. Other CMS participants (not pictured) included Clare Barnes, Mandy Hanks, Natalie Myers, Eileen and Christy Thoni, and Volunteers Mary and Marty Trebilcock-Bloyer.

### ...“Pass the Word” continued from Page 2

As part of the outreach effort to Hispanic women, a special radio PSA, featuring Soraya, a young Hispanic entertainer/singer who was diagnosed with breast cancer at an early age, will be distributed and aired on Spanish language radio stations. Hispanic women will be encouraged to obtain mammography screening – their screening rates are well below those of other ethnic and racial groups (47% versus 63% overall).

NBCAM’s web site has been enhanced this year to provide access to the most current accurate information on breast cancer. In addition to a wide range of breast cancer resources and links to all 17 Board of Sponsor organizations, beginning the third week of September the site will feature the TV PSA as well as the radio PSA in Spanish. In addition, the web site this year, in keeping

with the theme to “pass the word,” has two e-greeting cards to remind women to get mammograms and allows the sender to choose a message, or to create one of their own. Press releases in English and in Spanish will be placed on the web site and will be available for use by anyone wishing to participate in or lead NBCAM activities in October.

All these activities, combined with radio public service announcements featuring mayors who attended the US Conference of Mayors, articles in various newsletters such as this one, and other activities of organizations acting on NBCAM’s behalf will keep these messages about early detection in the minds of those who will most benefit from them.

CMS is a proud member of the NBCAM Board of Sponsors. For more information, visit [www.nbcam.org](http://www.nbcam.org)

*Dr. Nathanson is the national coordinator for National Breast Cancer Awareness Month.*

To read back issues of the **Not Just Once** Newsletter, please visit the website: [www.cms.gov/preventiveservices/1a.asp](http://www.cms.gov/preventiveservices/1a.asp)



### Shop Talk Project... continued from Page 3

said the beauticians will be “agents of change” in the community. But, she said, the program does not seek to change the atmosphere of their salons.

“Salons have a home feel,” she said. “We don’t want to turn them into a classroom, but we are enhancing the salons by adding a library with brochures.”

As a result of Shop Talk’s partnership with the Alabama Quality Assurance Foundation, three health libraries, as well as breast and cervical cancer educational brochures were donated to the participating salons. Sandra F. Richardson, Quality Improvement Specialist for the Alabama Quality Assurance Foundation, was so excited about the concept of Shop Talk that she personally delivered the health libraries and attended two of the three training sessions. Likewise, Ginger Sanford, from the American Cancer Society, participated in two of three sessions and provided Shop Talk with meeting refreshments, educational materials and cancer publications.

Each salon also received informational videos to show in their waiting areas and a breast model so women could practice performing a breast-self examination. Additionally, Shop Talk promotes the Alabama Breast and Cervical Cancer Early Detection Program, a program that provides free breast and cervical cancer screenings to eligible individuals.

Mason said she is happy to promote the ABCCEDP because many of her customers do not have medical

insurance and are unaware of the free screenings available.

Wynn said the beauticians will be offering information in a non-threatening environment.

“It will be tailored to fit the client because they know these women,” Wynn said. “Everyone who walks through the door will get information, but it’s based on their readiness to receive it.”

Dr. Wynn and her staff made several on-site visits to provide technical assistance to the participating salons and beauticians. The study concluded in June and reports the following preliminary results:

### Shop Talk Results and Significance

Based on the training, there was an increase in knowledge among the beauticians from pre- to post-testing. Furthermore, a total of sixty-four (N=64) clients across the six participating salon sites completed satisfaction surveys and 100% of clients reported the following:

- Liked the idea of having a health library in the salon
- Were glad the health library was in their salon
- Liked the selection of materials
- Would recommend that other salons incorporate a health library
- Would like to see the health library remain in the salon
- Will share the information with other women
- Reported the health library has encouraged them to take better care of their health

Furthermore,

- 77% reported visiting the health library every time they come to the salon

- 82% reported taking 1-5 items from the library
- 94% stated their beautician encouraged them to visit the health library

The goal of Shop Talk was to assess the efficacy of a community-based intervention designed to increase breast and cervical cancer awareness among African American women by enlisting the support of trained beauticians to serve as health agents to change.

While the findings from this study can only be generalized to the participating sample, it does show that these beauticians were receptive to the idea of expanding their present duties to serve as health agents of change and promote breast and cervical cancer awareness among their clientele. Likewise, clients were pleased with their beautician’s new role. An overwhelming majority of clients saw the health resource library as a welcome addition to the salon environment because it gave them the opportunity to access health information and resources at their own pace in a non-threatening environment and discuss their concerns with a beautician they trust and confide in. The results from this study suggest this approach is worthy of further exploration.

For more information, contact Dr. Wynn at [twynn@uab.edu](mailto:twynn@uab.edu)

*Ms. Hasbrouck is the Assistant Editor of “UAB Reporter.” Dr. Wynn, UAB Program Manager and the Principal Investigator of Shop Talk, is with the Department of Preventive Medicine at the University of Alabama at Birmingham. A version of this story appeared in the “UAB Reporter,” April 21, 2003.*

**CMS Regional Offices...**  
continued from Page 4

### Kansas City

The Kansas City Regional Office is targeting African-American, Latino, and Asian-American beneficiaries, and therefore chose to utilize the major newspapers that serve those populations to run mammography ads. These include The St. Louis American, an African-American newspaper with a circulation of 190,000 per week; The Call, an African-American newspaper in Kansas City with a circulation of 19,000 per week; and the KC Hispanic News and Dos Mundos, with a combined circulation of 30,000 in Kansas City. The Regional Office decided to target the Korean population in the region by running a mammography story in The Hangook Times and the Joongang Korean Daily News, which does a direct mail of its weekly paper into the entire region.

### New York

The New York Regional Office is placing newspaper ads to target African-American and Latino Medicare beneficiaries, their family members, and caregivers, which comprise the majority of the populations of Puerto Rico and the Virgin Islands. Newspapers were chosen because of their effectiveness in reaching the communities. In these communities, elders read the newspapers and prefer to receive information by this method. In addition, the newspapers are shared with others resulting in a readership much greater than the circulation numbers.

### Philadelphia

The Philadelphia Regional Office will utilize transit ads in the Philadelphia and Baltimore areas to promote mammography among women with Medicare, their families, and caregivers. The Southeast Pennsylvania Transit Authority has 1500 buses with ridership in the city of Philadelphia and four surrounding counties of about 600,000 people per day. The bus lines reach minorities and other under-served populations in the Philadelphia region. While commuters are the bulk of ridership, many seniors and disabled persons take advantage of the buses to shop, run errands, or visit attractions in the city. In addition, Regional Office staff placed a newspaper advertisement in the Korean Daily Tribune in the Philadelphia area that will run for one month.

### San Francisco

The Health Promotions Team in Region IX is placing articles in the Los Angeles Sentinel, the largest African-American newspaper in California, and running articles in three other newspapers. The Regional Office will be participating at a Latino health fair sponsored by St. Elizabeth's Catholic Church and Clinica De La Raza, which is expected to attract over 1,500 attendees. Articles will also be placed in City Flight magazine, and ads will be run in the Family Health Guide. One hundred one-minute Public Service Announcements will run on Gospel Radio KDYA. CMS staff are hosting a faith-based Medicare conference in Oakland, CA, focusing on preventive benefits. They are also co-sponsoring three mammography workshops in collaboration with the Bay Area Breast & Cervical Cancer Collaborative

and Northern California Cancer Center.

### Seattle

The Seattle Regional Office was a key sponsor of the 1st Annual Latina Health Fair in Seattle, purchasing print ads and flyers publicizing the availability of mammograms at the fair. This very successful event was highlighted in the last issue of *Not Just Once*. Funds were also used to support a number of other health fairs in Washington State. The Regional Office placed mammography ads targeting African-American & Latino populations in several community newspapers throughout the region. In Washington, Oregon, and Idaho, the mammography message has been placed on billboards along heavily-traveled roads. In Alaska, CMS took a different approach by placing a mammography ad that runs in movie theaters before feature films.

As discussed in the March-April 2003 issue of *Not Just Once*, the ten Regional Offices have worked collaboratively to develop these outreach efforts and to get the materials approved through the new review process. Thanks to Annette E. Kussmaul, MD in the Kansas City Regional Office for her leadership on this initiative and to all the Regional and Central Office staff who have contributed to promoting mammography, and potentially saving lives through early detection of breast cancer.

*Mr. Schneider is a Project Officer with the Division of Quality Improvement in CMS's Boston Regional Office. He is one of the Regional Mammography Coordinators for Region I.*



## Order Form - *Mammograms* NCI / CMS Materials



Name:		Fax:		
Organization & Shipping Address (no P.O. boxes):		Phone:		
Email:				
City:	State:	Zip Code:		
<b>Title &amp; Contents Description</b>	<b>Language</b>	<b>Inventory Number</b>	<b>Size</b>	<b>Quantity</b>
<b>Mammograms... Not Just Once, But for a Lifetime</b> Large-print, easy to read brochure that defines mammography, describes who needs to be screened, and Medicare information. (maximum order 5000)	English Spanish	H496 H497	8½ x 11	
<b>Mammograms for Older Women Poster</b> Includes slogan with Medicare information. A poster featuring an older woman, available for display in health care settings. (minimum order: 20, maximum 5000)	English Spanish	G500 G501	11 x 17	
<b>Mammograms for Older Women Bookmark</b> Includes slogan with Medicare information. Bookmark features an older woman with facts in breast cancer, mammography, and Medicare coverage. (maximum order 5000)	English Spanish	Z498 Z499	2 x 8	
<b>Ad Slicks</b> Camera-ready ads in a variety of sizes featuring older women. Includes slogan with Medicare information.	English	C135		
<b>Knowledge &amp; Behavior of Women Ages 65 and Older on Mammography Screening &amp; Medicare</b> (Limited quantities available) 25-page bound report with findings from a telephone survey conducted in Spring of 1999. Also available at: <a href="http://newscenter.cancer.gov/pressreleases/hcfarpt.pdf">http://newscenter.cancer.gov/pressreleases/hcfarpt.pdf</a>	English	T162		
<b>Breast &amp; Cervical Cancer Programs in Your Community: A Guide for Outreach, Screening, and Follow-up Care</b> This 205-page guide addresses program planning; establishing partnerships; outreach and education; coordination of screening, diagnostic, and treatment services; payment and health care delivery systems and more.	English	T408		
<b>Mammogram Reminder Pad **UPDATED**</b> A pad for clinicians with fifty-tear off fact sheets on mammograms to give to patients. Includes NCI's screening recommendations, Medicare mammography coverage, and sticker for patients' calendars reminding them of their appointment.	English	Z448		
<b>"Do it for yourself, Do it for your family" ** NEW **</b> Asian American and Pacific Islander (AAPI) women have the lowest mammography screening rates of major ethnic groups in the US. Breast cancer is the most common type of cancer for Chinese women, the second most common for Vietnamese women, and the leading cause of death for Filipina women living in the US. These brochures are written in three Asian languages and in English to inform AAPI women about the benefits of mammography, NCI screening recommendations and Medicare coverage	English Chinese Vietnamese Tagalog	P048 P082 P089 P141		

**Mail order form to:**  
National Cancer Institute  
P.O. Box 24128  
Baltimore, MD 21227

**OR**

**Fax order form to:**  
410-646-3117

*If receipt of your order is not confirmed the same day by fax or email, please re-send.*

*Orders take 7-10 days to process and deliver via UPS.*

*Call Dawn Brown in the Distribution Center at 410-644-6538 for questions.*